



Issuing and Using a Proclamation

A proclamation is an official designation of an event issued by governors, mayors, county executives, state legislatures, municipalities, counties, cities or towns. It is an effective tool for gaining public recognition and carries the full support of a government official in your state or community. For a sample National Women's Health Week proclamation, please visit <http://www.womenshealth.gov/whw/activity-planning/promote/partnership-media/proclamation-template.cfm> and use this checklist to have a National Women's Health Week proclamation issued in your community.

How to Get a Proclamation Issued

Contact your local government official's communications office to identify the action needed to designate May 10-16, 2009 National Women's Health Week in your community. Contact information can usually be found online or in your local phone book. Send them a draft of the proclamation so they have to do as little work as possible.

What Should a Proclamation Say?

The proclamation should declare May 10-16, 2009 as National Women's Health Week and be signed by your local government official, noting that he or she supports National Women's Health Week. The proclamation should discuss the importance of National Women's Health Week as well as the importance of raising awareness of women's health issues and safeguarding the health of women in your community.

To view sample proclamations, please visit <http://www.womenshealth.gov/whw/activity-planning/promote/partnership-media/proclamation-template.cfm>.

How to Use a Proclamation

Reach out to your local media

Send a press release to your local media announcing the proclamation and personalize it with information specific to your organization and community. For a guide on how to reach out to the media and for a template press release, visit <http://www.womenshealth.gov/whw/activity-planning/>.

A press release should:

- Give background information about National Women's Health Week, explain why the proclamation was issued and who issued it, provide information about women's health issues and detail what the proclamation means to your community.

- Include quotes from the government official issuing the proclamation. It may also include a quote from the individual or organization who worked to have the proclamation signed or an organization who works to improve the health of women in your community.

Once the press release is written, send it to reporters at your local newspaper, TV and radio stations and remember to follow up. Send copies of your proclamation with a fact sheet that includes local information and statistics. It's also a good idea to have the proclamation printed in business or community newsletters, including newsletters for hospitals and local community health centers.

Hold an event

Publicize the proclamation by holding a news conference or public event when the proclamation is signed. Invite reporters and local health organizations by sending a media advisory and distribute printed copies of the proclamation during the signing. You can also have the proclamation photo enlarged to poster size to display at the news conference, event or your office. For a template media advisory, visit <http://www.womenshealth.gov/whw>.

Distribute the proclamation

Send the proclamation to local health organizations and local government officials, including the mayor or governor and encourage them to display the proclamation. It's also a good idea to have the proclamation posted to your web site and on the web site of the official who signed the proclamation.

If you need assistance, contact Retta Terry at henrietta.terry@hhs.gov or (202) 205-1952.